



WHY YOU NEED TO REINVENT YOUR COACH'S POSTURE NOW AND HOW TO DO SO SUCCESSFULLY



With Jean-Francois Cousin, MCC

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Flashback, October 2017! Happy Time! 😊



South Florida
Charter Chapter

REGISTER
TODAY



COACHING FOR EXCELLENCE

October 17

BRUNCH meeting
EVENING workshop

Meet
ICF Global Board Members

EVENT TIME & LOCATION



Jean Francois Cousin, Director International Coach Federation Global Board 2017-2018



Maghdona N. Mook, CEO International Coach Federation Global Board 2017-2018



Calmon Hralp III, VP Global VP of Membership and Development, ICF

1 Open Discussion with Coach Masters
Farmers Table
1901 North Military Trail, Boca Raton, FL 33431
Breakfast included 10:00am to 12:00pm
Members: \$10 Non-Members: \$20

2 Coach Mastery Workshop & Networking Event
Smith & Wollensky Steakhouse
1 Washington Ave Miami Beach, FL 33139
Hors d'oeuvres & open bar 4:30pm to 8:30pm
Members: \$25 Non-Members: \$40

4:30-5:30pm Deep Dive - Coaching Mastery
5:30-6:30pm Networking with peers
6:30-8:00pm Future of coaching
Mistakes to avoid in building your business
Trends in the coaching industry





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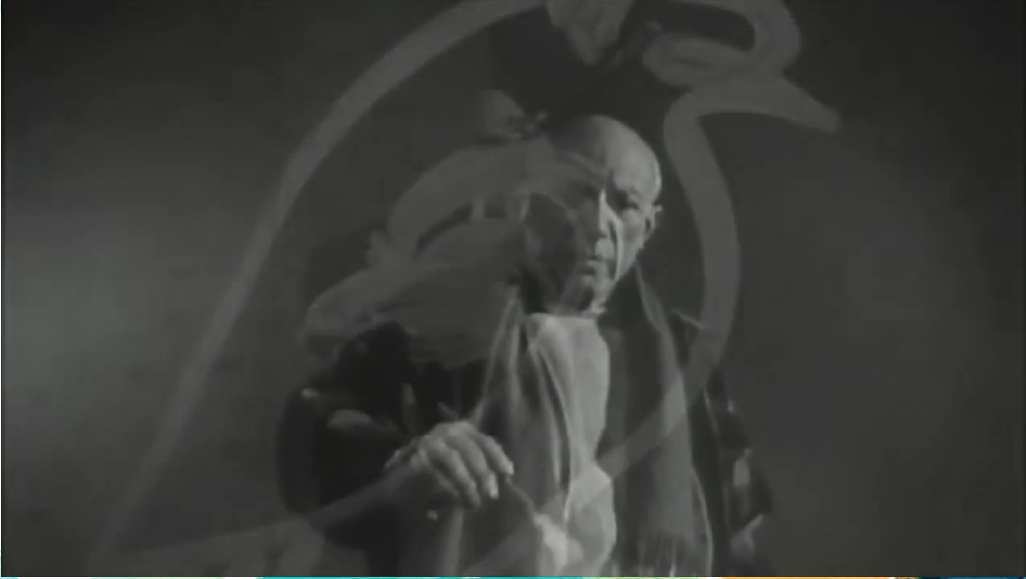
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Becoming present to our quest, like Picasso...



7

A complex world without an obvious 'better' way forward...



8

... while the same *old* stories are being reinforced in our minds...



9

Leaders' and coaches' job descriptions just got a lot more challenging

Global mindset
Energy
Collective Intelligence
Disruptive creativity
Agility
...

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The art of corporate reinvention in a crisis
 McKinsey & Company
 A year into the coronavirus pandemic, we surveyed 300 European executives to find out how their companies had demonstrated strategic resilience — the ability to adapt and refocus in response to a crisis.

Agility is critical

- 50%** of executives said the pandemic exposed strategic weaknesses
- 75%** implemented business-model innovation in response
- 60%** expected innovation to continue beyond the crisis

Silver linings
 Company expectations for business improvements in the next six months
 (% of respondents ranking opportunity as top quartile)

Improving costs	44
Improving customer experience	39
Developing new products	31
Developing new business models	31
Launching new businesses	28
Attracting talent	28

What passed the strength test?

	Weakened	Strengthened or maintained
Proprietary technology	9	91
Brand	34	66
Differentiated offering	35	65
Skilled workforce	46	54
Unique ability to innovate	47	53
Lowest-cost offering	53	47
Privileged access to customers	54	46
Distinctive customer experience	55	45
Total	42	58

Crisis ready

- Set bold aspirations**
 If ever there was a time to aim big and reset long-term strategy, it is now.
- Develop scenarios, not forecasts**
 Understand the range of possible eventualities you may face, so you can stress-test your strategy.
- Create a hedged portfolio of big moves**
 Companies that make big strategic moves materially increase their likelihood of outperforming.
- Adapt your strategy dynamically**
 Almost half the executives in our survey expect to implement a process that allows for faster iteration on

“The art of corporate reinvention is in a crisis”
 McKinsey 19th May 2021
<https://www.facebook.com/McKinsey/photos/a.10150662656883953/10159334607303953/>

THE VALUE OTHERS GAIN FROM YOU MOSTLY COMES FROM WHO YOU ARE WITH THEM.

WHEN YOU ARE A GREAT COACH OR LEADER

What do you need to reinvent, in the way you are, you relate with others and with the world ... so that you can lead/coach toward a better future?



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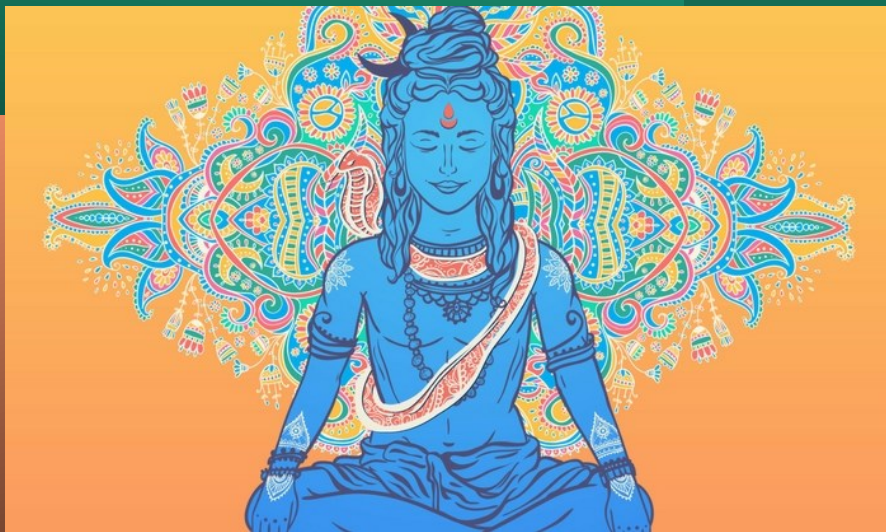
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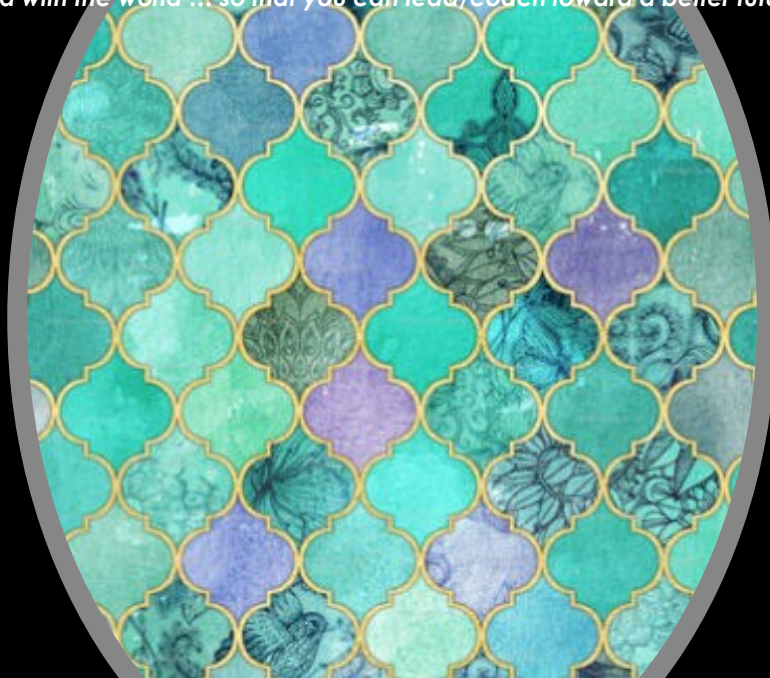
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When we coach or lead with our inner 'Artist', the unknown becomes a limitless space to create

- Nurture a generative relationship with uncertainty and risk
- Lead from a place of inspiration, not control
- Discern and appreciate others' uniqueness
- Inspire and enable them to free their creativity
- Embolden them, in turn, to see the unknown...
... as an invitation to invent
- Catalyze collective intelligence in new spaces



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3 artists' secrets to amplify your impact as a coach or as a leader right away

Unleash more of
your and others'
'Personal Power'

Partner with your
and others'
'Shadows'

Expand the size
of your 'Inner-
World'

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Unleash more of your and others' 'Personal Power'

Please share with us in the chat box:

What is the first thing that comes to your mind
when you hear the word POWER?

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Unleash more of your and others' 'Personal Power'



We think that power is a 'thing',
external and independent from us...
but actually... it is a way of being

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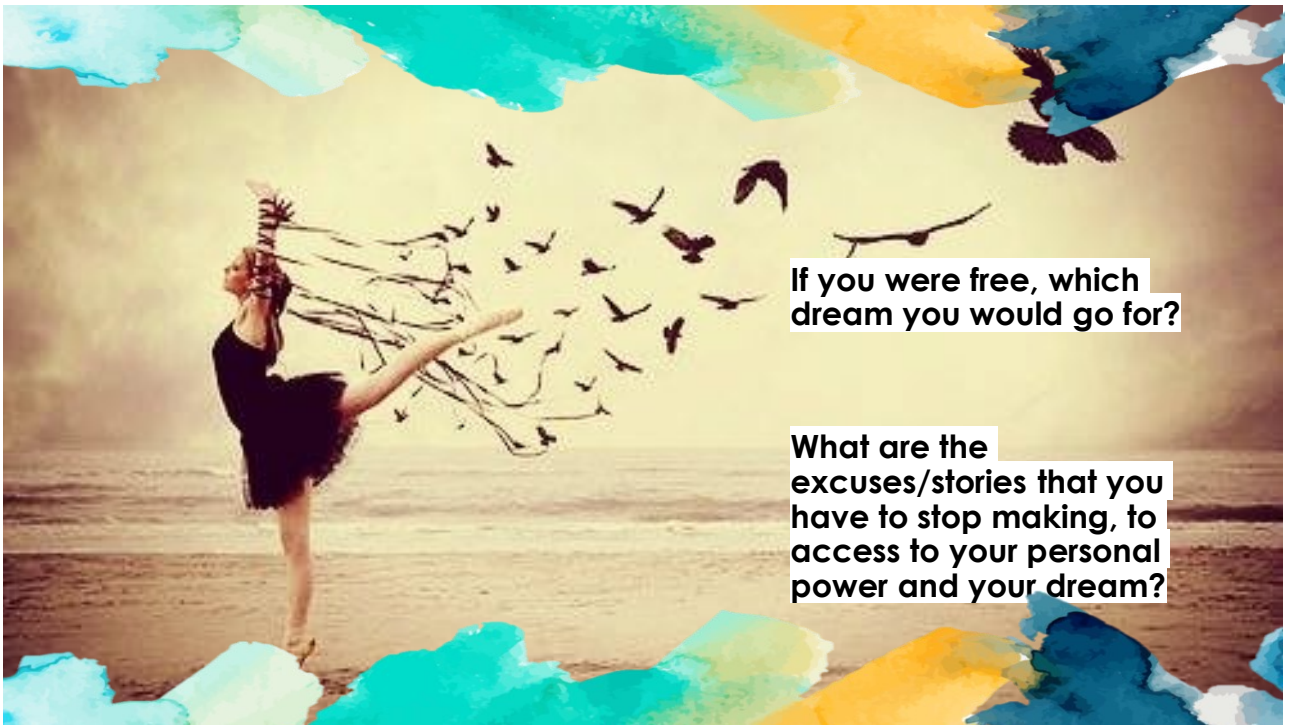
**Power = ABILITY TO CHOOSE
ABILITY TO ACT**



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Partner with your and others' 'shadows'



The greatest piece of advice that I have ever received?
"If you don't have any shadows, you are not standing in the light."

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Partner with your and others' 'shadows'



"I encourage people to look into the darkness, into places you wouldn't normally look, to find uniqueness and specialness, because that is where the diamonds are hiding."

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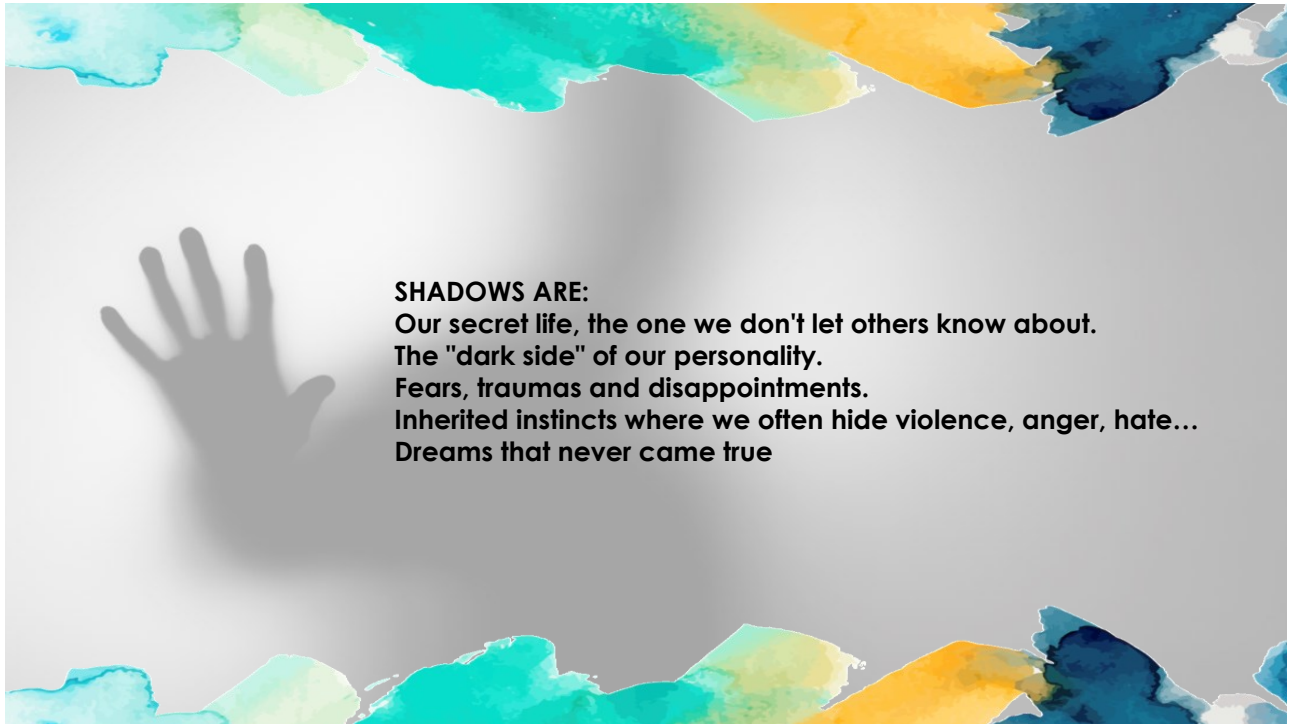
**“But that shadow has been serving you
What hurts you, blesses you.
Darkness is your candle.
Your boundaries are your quest.
You must have shadow and light source both.
Listen, and lay your head under the tree of awe.”**

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A photograph of a white sphere, possibly a ball or a piece of fruit, resting on a dark surface. The sphere is lit from the left, creating a bright highlight on its left side and a dark shadow on its right side. The background is a dark, textured wall.

**Light and shadow live
in each one of us**

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SHADOWS ARE:

Our secret life, the one we don't let others know about.

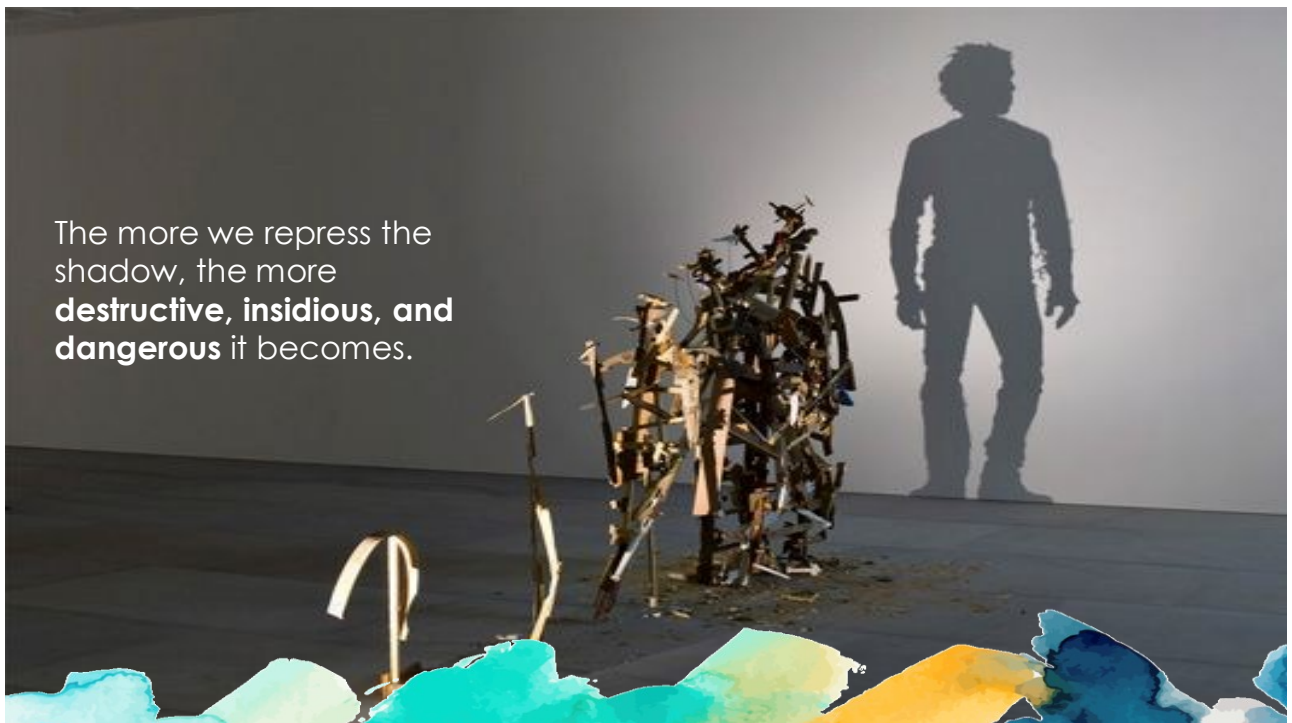
The "dark side" of our personality.

Fears, traumas and disappointments.

Inherited instincts where we often hide violence, anger, hate...

Dreams that never came true

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The more we repress the shadow, the more **destructive, insidious, and dangerous** it becomes.

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- Leaders: what your team's shadows?
(those conversations people avoid?)



- Coaches: how are you when your clients' share about their shadows with you?



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**Discover shadows, understand what they want,
and use their power to transform... for Greatness sake.**



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PAUL GAUGUIN

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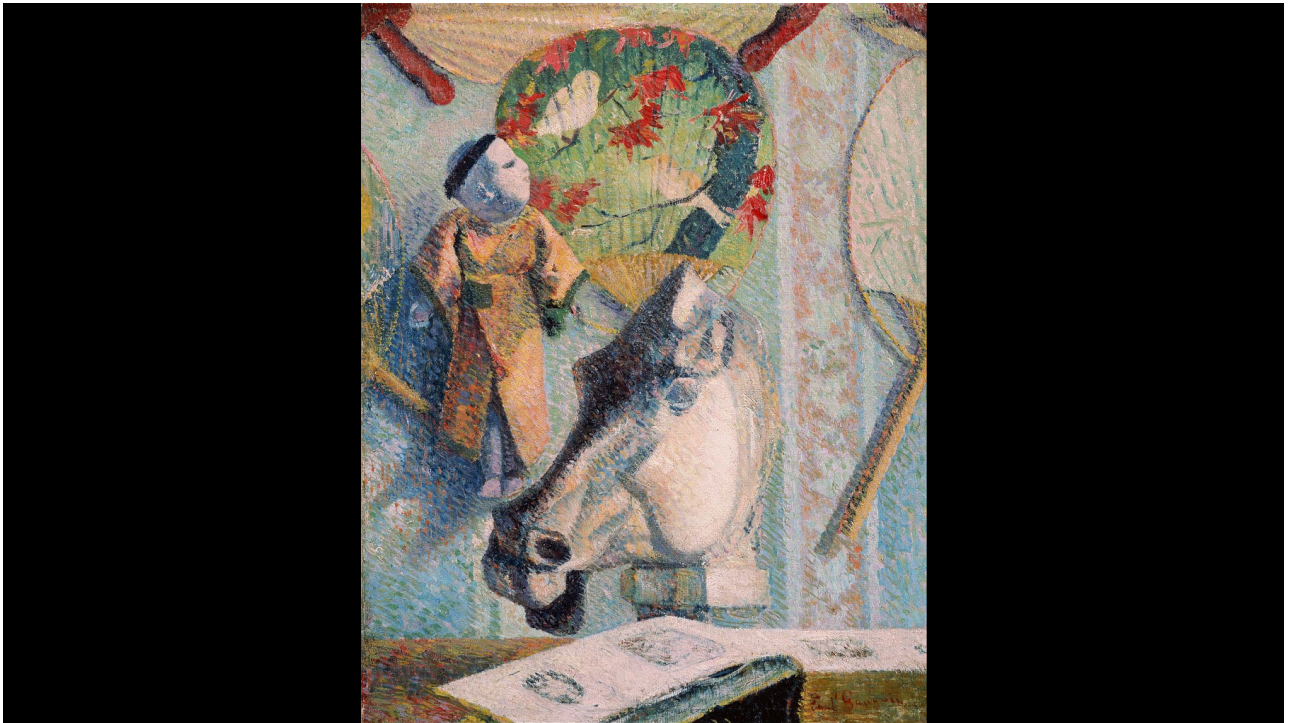
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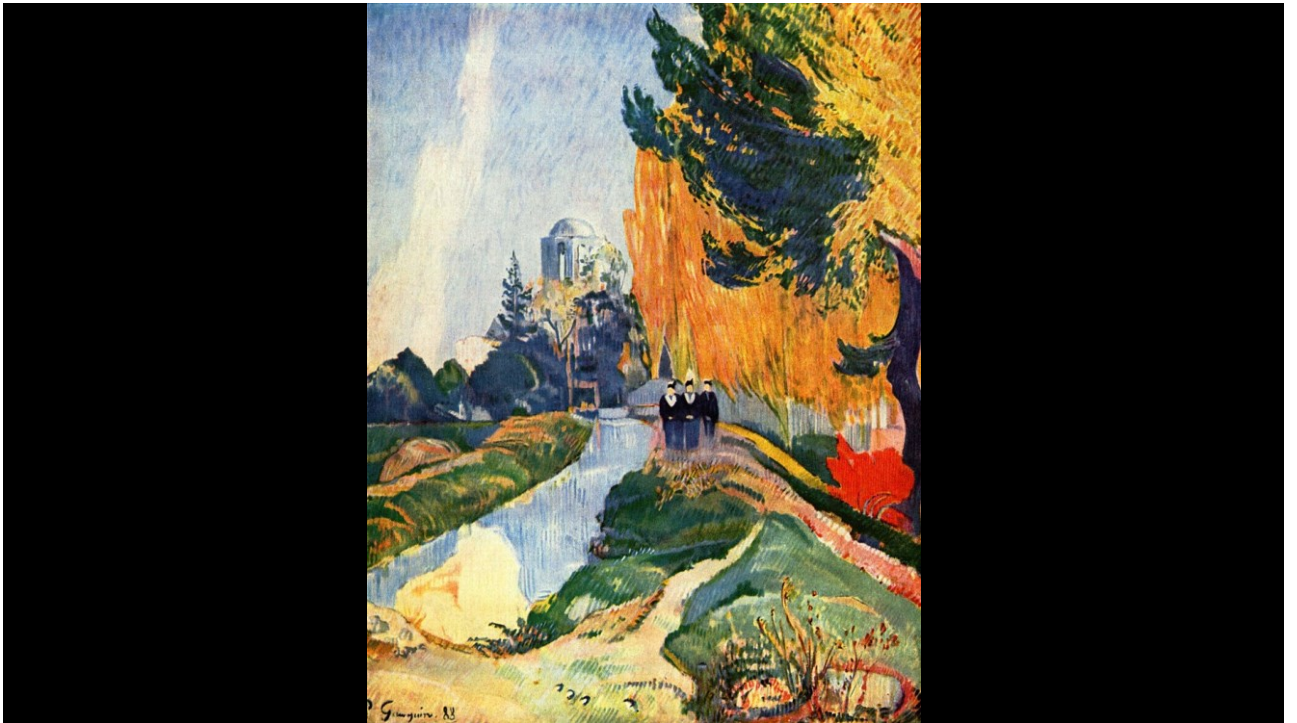
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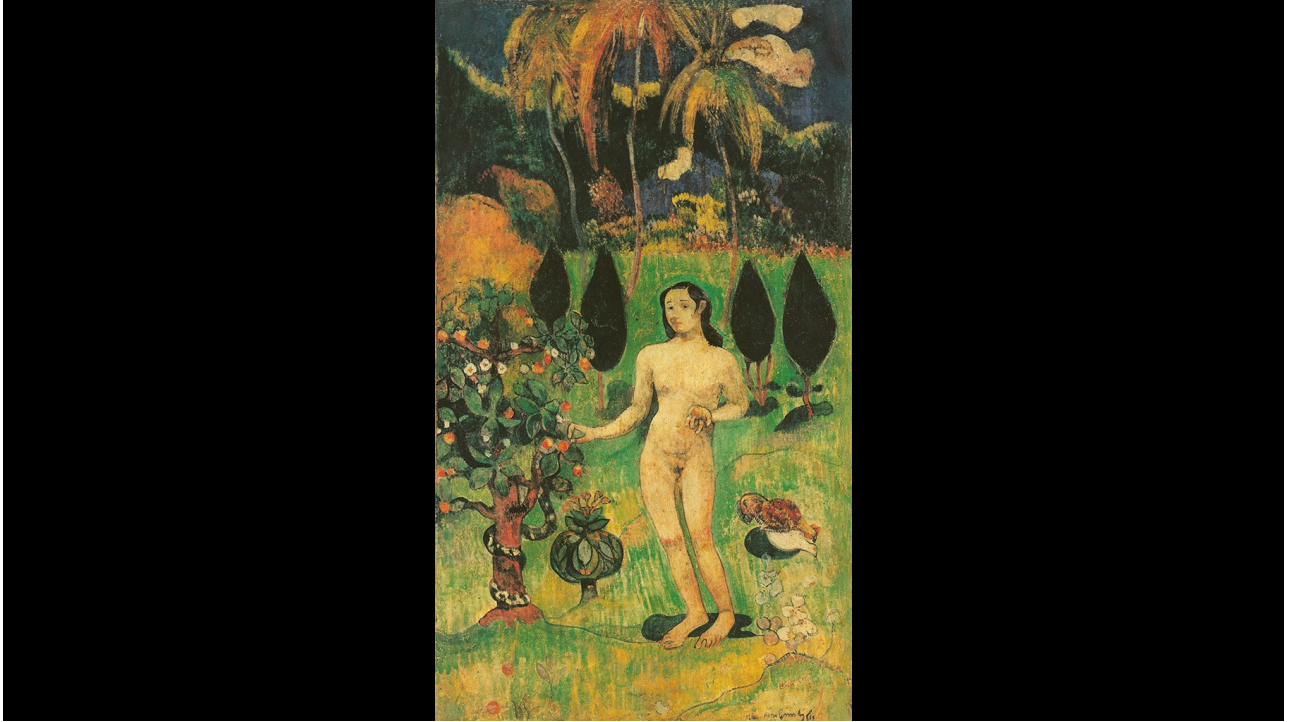
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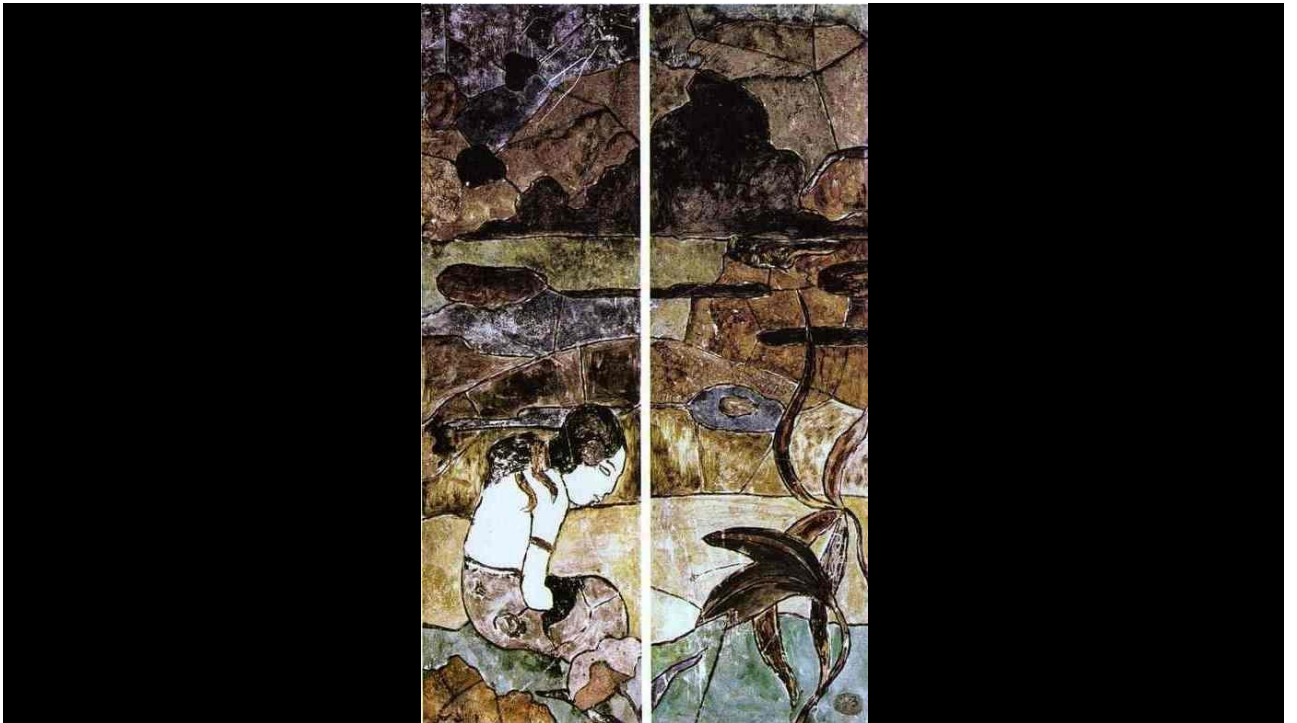
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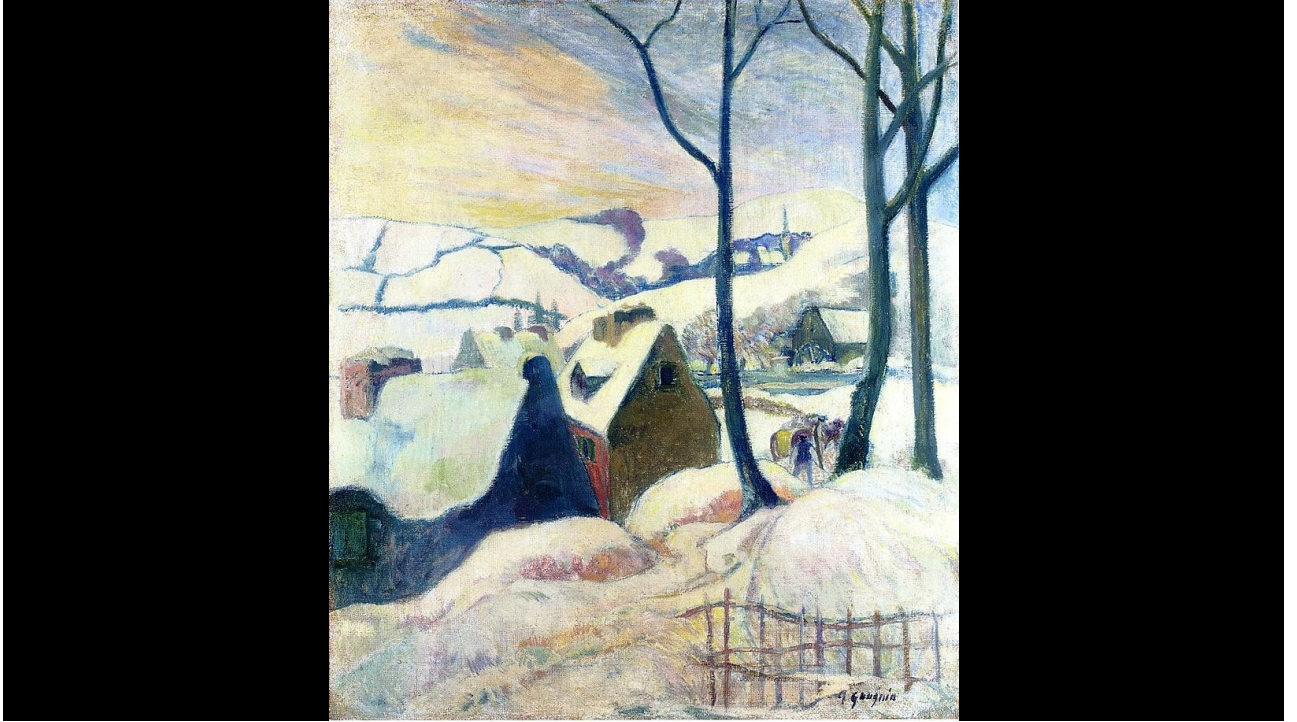
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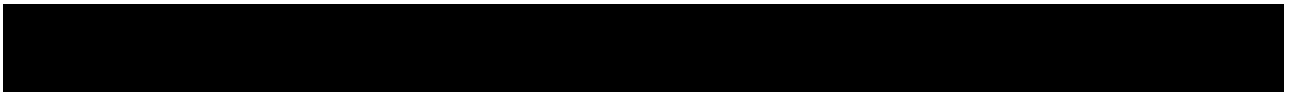


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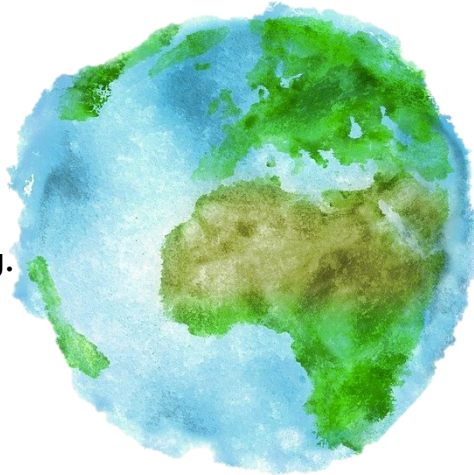
Where Do We Come From, What Are We, Where Are We Going By Paul Gauguin (1898)

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Expand the size of your 'Inner World'

To become more aware of what is emerging, we have to widen the way we are observing.



As coaches and leaders, we need to expand the size of our world to accompany others to expand their own world

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THE SIZE OF YOUR WORLD, AS A COACH OR A LEADER, NEEDS TO BE LARGER THAN THE SIZE OF THE WORLD OTHERS ASPIRE TO BE IN ... FOR YOU TO BE THEIR COACH OR THEIR LEADER.


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Expand the size of your 'Inner World'



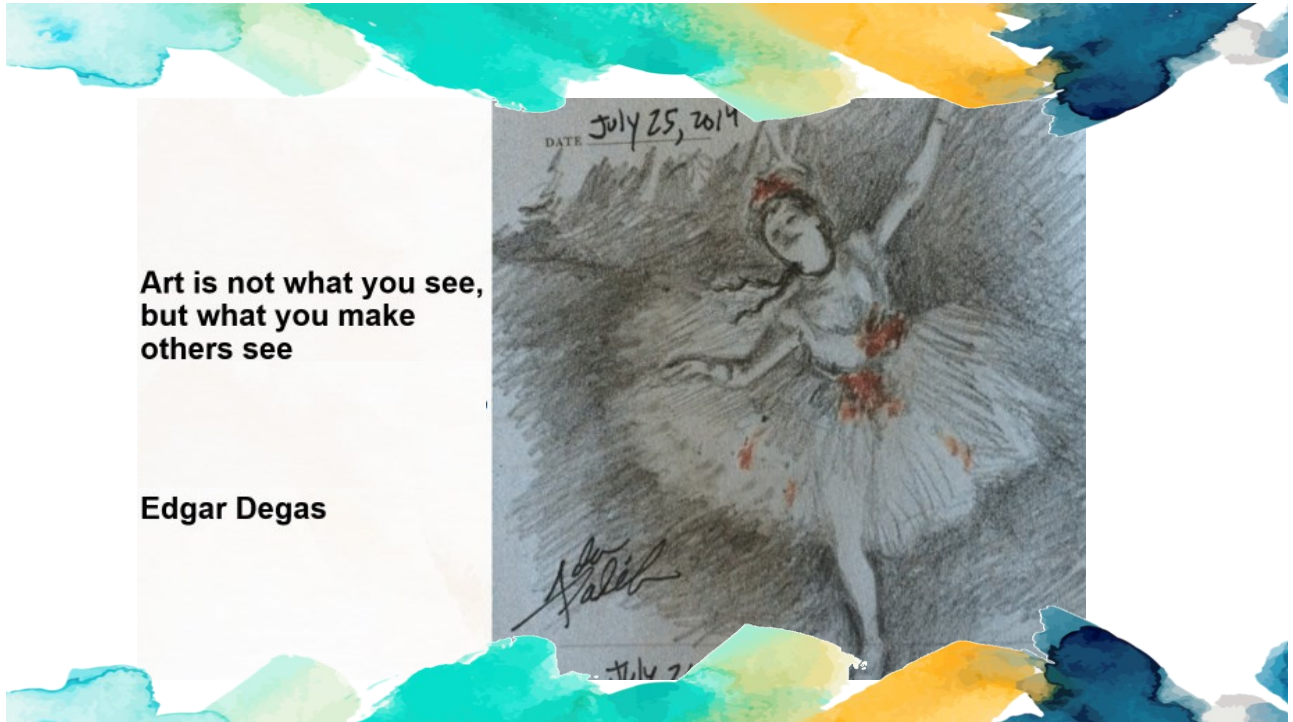
Embrace the unknown:
Explore unfamiliar places or communities and include mavericks in your inner circle, for — as Steve Jobs said — “people who are crazy enough to think they can change the world are the ones who do.”

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A hand holding a small white cloud against a blue sky. The cloud is fluffy and appears to be held between the fingers. The background is a clear, bright blue sky. The image is framed by a decorative border of watercolor-style splashes in shades of blue, green, and yellow.

**THE BIGGER THE SIZES OF YOUR WORLD
AND YOUR DREAMS, THE MORE YOU WILL
INSPIRE OTHERS TO DREAM BIG!**

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Unleash your artistry to coach at far deeper levels and co-create far higher value

1. Let go of your wish to know solutions — we coach at our best when we don't know.
2. Be still and invite silence a lot more to your conversations, as an inspiring third party.
3. Ascertain with your clients what they really need, not what their culture or ecosystem makes them need. "Ask questions where culture does not provide an answer." (Dr. Elena Espinal)
4. Connect and partner with your clients' shadows as creative resources.
5. Explore deeply your client's discomfort zone. This may be hurtful - ensure it never harms. Empathize while staying detached from emotions. Sensibility helps; sentimentality doesn't.
6. Detect your clients' energy sources activated by the conversation, and question what turned them on.
7. Inquire about what your clients' guts and hearts want;
involve their [three brains](#) in deconstructing the irrelevant or toxic "old stories" wandering in their minds.

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We need to stop confusing what is with the stories we have about it.

Then we can uncover and appreciate what is emerging.

Elena Espinal

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YOU HAVE 3 BRAINS



THE HEAD

The seat of logic and intellect. However the unconscious mind directs around 90% of behaviours.



There are more neural pathways running from the heart to the head brain than from the head brain to the heart.



THE GUT

90% of the body's serotonin involved in mood management is produced in the gut



Our "second brain"

The heart and gut intricate networks of neurons, hormones and neurotransmitters communicate with our head brain and affect our perceptions, mental processes, feeling and performance in profound ways.


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Among our 3 brains, heart and gut are less 'polluted' by the stories we believe in



Our "second brain"


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SEARCH

Health

Conditions and Diseases | Treatments, Tests and Therapies | Wellness and Prevention | Caregiving

Health Home > Wellness and Prevention



The Brain-Gut Connection

If you've ever "gone with your gut" to make a decision or felt "butterflies in your stomach" when nervous, you're likely getting signals from an unexpected source: your *second* brain. Hidden in the walls of the digestive system, this "brain in your gut" is revolutionizing medicine's understanding of the links between digestion, mood, health and even the way you think.

Source: <https://www.hopkinsmedicine.org/health/wellness-and-prevention/the-brain-gut-connection>

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Original Research

Head, Heart, and Gut in Decision Making: Development of a Multiple Brain Preference Questionnaire

Grant Soosalu¹, Suzanne Henwood², and Arun Deo³

SAGE Open
January-March 2019, 1-17
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DOI: 10.1177/2158244019837439
journals.sagepub.com/home/sgo
SAGE

Abstract

There is a growing body of literature that supports the idea that decision making involves not only cognition, but also emotion and intuition. However, following extant "dual-process" decision theories, the emotional and intuitive aspects of decision making have predominantly been considered as one "experiential" entity. The purpose of this article is to review the neurological evidence for a three-factor model of head, heart, and gut aspects of embodied cognition in decision making and to report on a study carried out to design and validate a psychometric instrument that measures decision-making preferences across three separable interoceptive components, representing the complex, functional, and adaptive neural networks (or "brains") of head (analytical/cognitive), heart (emotional/affective), and gut (intuition). Development and validation of the Multiple Brain Preference Questionnaire (MBPQ) instrument was carried out in three phases. Translational validity was assessed using content and face validity. Construct validity was undertaken via exploratory factor analysis of the results from the use of the instrument with 301 subjects from a global sampling, and reliability tests were performed using internal consistency and test-retest analysis. Results confirmed extraction of three factors (head, heart, and gut) was appropriate and reliability analysis showed the MBPQ to be both valid and reliable. Applications of the tool to coaching and leadership are suggested.

Keywords

decision making, intuition, interoception, embodied cognition, leadership, coaching

And as we have attempted to do in this current research, we hope that by bringing a focus onto the three separable (and neurologically based) aspects of head, heart, and gut in decision making, we can begin to honor the importance of all of the multiple embodied neural components of how humans make wise decisions.

We'd like to conclude with a wonderful quote from Loewenstein:

With all its cleverness, however, decision theory is somewhat crippled emotionally, and thus detached from the emotional and visceral richness of life.

Source: <https://journals.sagepub.com/doi/10.1177/2158244019837439>

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Listen to your gut. Follow your heart. Use your head. Their combined wisdom will help guide you.

Head, Heart, and Gut: How to Use the 3 Brains

Listen to your gut. Follow your heart. Use your head. The combined wisdom will help guide you.
Aug 20, 2020

3.2K
VIEWS |    

Tags: Three Brains, Head, Heart, Gut



(ImageFlow / Shutterstock.com)

Today, the head, heart, and gut are all classified as functional brains, and science now shows that there are complex neural networks in all three, according to a study published in SAGE Journals.

You probably have a sense of this already. Think about a time when you had to speak in front of a large group, and you felt butterflies in your stomach or knots in your belly. Or when you **felt in love** for the first time, and you felt it in your heart.

Listening to all three is critical in decision making. These three brains help to make smart decisions, to avoid dangerous situations, to navigate important choices, and to spend time with people who you love.

Source: <https://www.goodnet.org/articles/head-heart-gut-how-to-use-3-brains>

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Unleash your artistry to coach at far deeper levels and co-create far higher value

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6. Detect your clients' energy sources activated by the conversation, and question what turned them on.
7. Inquire about what your clients' guts and hearts want; involve their [three brains](#) in deconstructing the irrelevant or toxic "old stories" wandering in their minds.
8. Invite your clients to draw on paper what they sense; ask them to teach you what their drawing means.
9. Invite your clients to simplify their ideas to their essence, as Vincent van Gogh realized, "The great artist is the simplifier."

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Forbes

To Embody Inspiration And Co-Create Greater Value, Reinvent Your Coaching Practice With Artistry



Jean-Francois Cousin Forbes Councils Member
Forbes Coaches Council COUNCIL POST | Membership (fee-based)
 Leadership

f *Jean-Francois Cousin, Global Executive Coach, Speaker and Author; Chairman of the ICF Global Board in 2019; www.greatness.coach.*



Today's troubled and uncertain times call for us to profoundly reinvent the ways we are, the ways we grow and the ways we relate with others. This will then enable humanity to shift from striving to thriving. Leaders and coaches will play a key role... *if* they reinvent their practice in the first place! Read more [here](#)

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Forbes

Thrive Again By Reinventing Your Leadership With Your Inner Artist



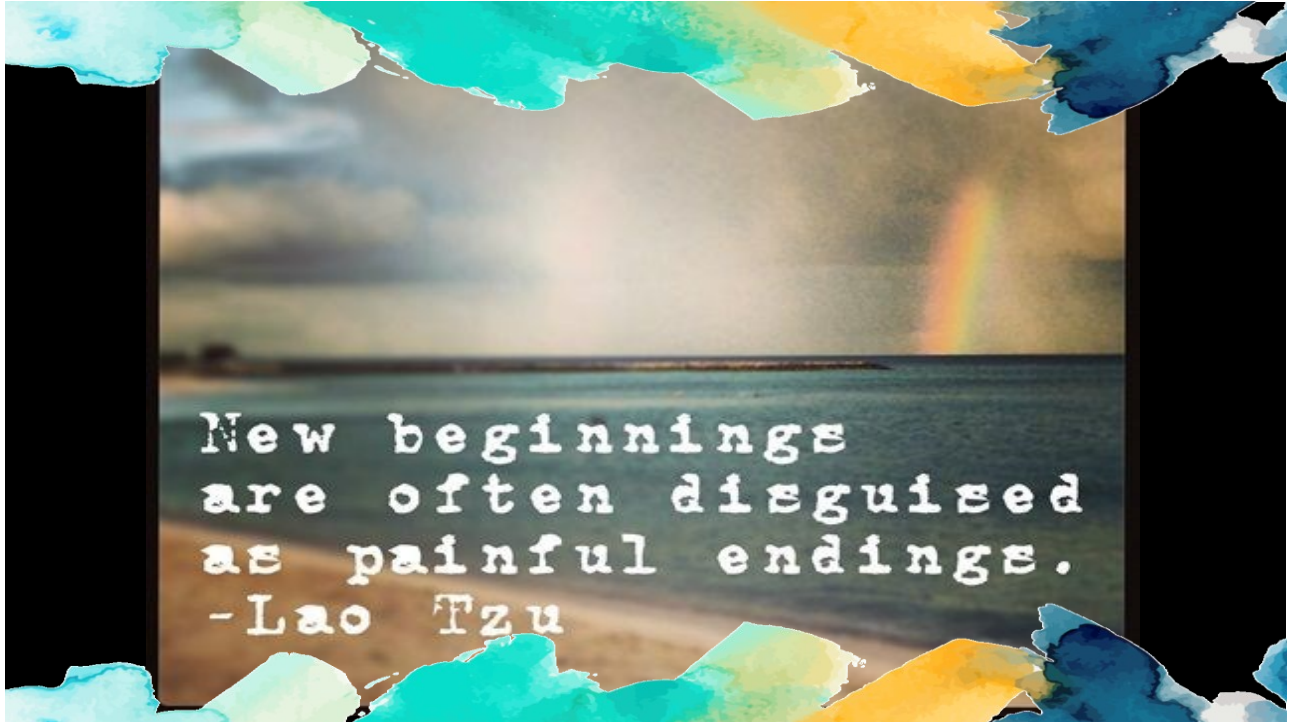
Jean-Francois Cousin Forbes Councils Member
Forbes Coaches Council COUNCIL POST | Paid Program
 Leadership

f *Jean-Francois Cousin, Global Executive Coach, Speaker and Author; Chairman of the ICF Global Board in 2019; www.greatness.coach.*



In "[Thrive Again By Reinventing Your Leadership With Your Inner Artist](#)", I lay out why "reimagining our leadership with our current patterns of being and thinking won't usher in a better future", why "we need artists' freedom of mind to transcend our current patterns while reinventing our leadership", and I offer "five practices to awaken your Inner Artist".

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